

WITVLEI MEAT

Namibia



Witvlei Meat was established in August 2006. A year later, on 25 July 2007, export approval was obtained for becoming an European Union (EU) Beef Export Abattoir and processing facility in the town of Witvlei in Namibia.

Since then Witvlei Meat has employed approximately 154 permanent staff members on an equal opportunity base to supply customers in Europe and the Scandinavian countries, through its wholly owned subsidiary, Witvlei Meat (UK) Ltd.

Witvlei Meat competes for Livestock as the ONLY other EU approved competitor in the Namibian Beef Industry: Substantial value was unlocked in this agricultural sector with an increase of between 38 and 40 % in the producer price compared to two years ago.

Witvlei Meat's features:

- Unique full-colour printed cartons – a first in Africa – with an artist's impression of the natural beauty and diversity of Namibia depicted on it.
- Branded vacuum-packed product – another first in the Southern African Beef industry – with the theme "Natural Namibian Beef – Free from Hormones and Growth Stimulants", also repeated on the carton.
- Specification, branding and labelling supplied to the customers' requirements to enable the product to move directly to the shelf.

Two of various cost-saving measures

1. Using fat and tallow obtained from by-products as fuel to heat the plant – another first in Africa – with a local company RENTECH from Walvis Bay installing Italian technology that is now used as a model for implementation in the rest of Africa, including South Africa.
2. Packing containers at the plant, eliminating double handling, additional cold storage and costs with a turnaround time of less than 30 days before the product is on shelves in Europe with shipments loaded directly from Walvis Bay or Cape Town.

- Slaughter capacity: 27 000 head of cattle annually.

Witvlei Meat supplies land, seed and water to members of the Witvlei community to plant and produce vegetables that is bought back and used in the kitchen. By doing this, we create job opportunities in the community and supply in our kitchens demand for fresh vegetables.

Witvlei Meat

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